

Message Text

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PAGE 01 GUAYAQ 00374 041334Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 AGR-10 /028 W

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R 032100Z MAR 75

FM AMCONSUL GUAYAQUIL

TO AMEMBASSY BOGOTA

AMEMBASSY KINGSTON

AMEMBASSY SANTO DOMINGO

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3758

USDOC WASHDC

UNCLAS GUAYAQUIL 374

E. O. 11652: N/A

TAGS: BEXP, EC

SUBJ: US AGRICULTURAL EQUIPMENT AND FOOD PROCESSING/PACKAGING

TRADE MISSION - LEONARD F. CONRAD, CONRAD INC., HOUGHTON,
IOWA.

1. ACTION ADDRESSEES PLEASE PASS FOLLOWING MESSAGE TO MR. CONRAD:
"AS PROMISED, WE HAVE RE-CHECKED WITH CEDEGE ABOUT THEIR INTENTIONS
REGARDING RICE HARVESTING, DRYING, ETC., PACKAGE WORTH AROUND
\$3.5 MILLION WHICH YOU DISCUSSED WITH THEM. THEY CONFIRM THEIR
ACTIVE INTEREST IN CONTINUING DISCUSSION WITH YOUR FIRM AND WITH
ENGINEER MARTINEZ AS SOON AS POSSIBLE. HOWEVER, THEY ALSO STATE
THAT PROJECT OF THIS MAGNITUDE WILL NECESSITATE THEIR FORMALLY
CALLING FOR BIDS AS REQUIRED BY CEDEGE RULES.

OUR VIEW IS THAT ALTHOUGH YOU CANNOT BE SURE OF EVENTUALLY GET-
TING CONTRACT, IT WORTH YOUR WHILE TO FOLLOW-UP ON TRADE MISSION
VISIT WITH PERSONAL VISIT FOR 2-3 DAYS BY MARTINEZ IF AT ALL
POSSIBLE. EVEN THOUGH YOU WILL HAVE TO COMPETE FOR CONTRACT
IN THE END, THE PERSONAL CONTACT YOU HAVE ALREADY ESTABLISHED
AND THE FACT THAT CONRAD, INC. WILL HAVE CONSIDERABLE INFLU-
ENCE IN DRAWING UP THE SPECIFICATIONS, MAY IN THE END GIVE
YOU FAVORED POSITION VIS-A-VIS SOME OF YOUR COMPETITORS. VALUE
OF POTENTIAL CONTRACT MAKES CONTINUED EFFORT WORTHWHILE AND CAN
RESULT IN SIGNIFICANT MARKET PENETRATION FOR YOUR FIRM. ADDI-
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TIONAL VISIT CAN ALSO INCLUDE POTENTIALLY PROFITABLE RETURN

VISIT TO BANCO DE FOMENTO (NATIONAL DEVELOPMENT BANK) WHOSE
REPRESENTATIVES SHOWED INTEREST IN YOUR PRODUCTS DURING WEDNES-
DAY EVENING MEETING AT CONSULATE. WE STAND READY TO ASSIST YOU
AT ANY TIME. SIGNED: WILLIAM SCHRAGE, COMMERCIAL OFFICEER."
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Message Attributes

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